

Check against delivery



Media Representatives
Ladies and Gentlemen

We are here today to show you how Swiss Post is making online retailing simple – for online retailers and their customers.

Two and a half years ago Swiss Post launched its e-commerce campaign. This campaign included services along the entire e-commerce value chain, allowing both business and private customers to benefit.

For business customers Swiss Post provides an all-in solution. This includes advice, marketing, ordering, payments, logistics and customer service. Particularly worth noting is the YellowCube logistics solution which, since 2014, has provided a highly automated entire logistics solution for online retailers, including returns management.

Swiss Post has introduced various services for private customers which has made receiving and sending parcels, and, in turn, online shopping, even simpler:

Since May 2013 there has been evening and Saturday delivery

Since July 2013 Swiss Post has collected parcels from home (pick@home)

Since September 2013 it has been possible to manage missed consignments online

Since December 2013 Swiss Post has been installing My Post 24 terminals throughout Switzerland

Since December 2014 Swiss Post has provided notification of parcel delivery by SMS or e-mail (My consignments)

Besides expanding its services, Swiss Post is investing in its infrastructure. In recent years Swiss Post has transported a record number of parcels, nearly 112 million last year.

Delivery times in e-commerce are also becoming ever shorter. The number of fast Priority

parcels has risen over 30 percent in the last 15 years and today makes up nearly 50 percent. In order to maintain the high quality and punctuality of deliveries, with increasing parcel volumes and delivery speed, Swiss Post is equipping its three parcel centers in Härkingen, Frauenfeld and Daillens with additional sorting facilities. The expansion in Härkingen was completed in 2014, Frauenfeld will follow this October and Daillens in autumn 2016. The expansion will increase the processing capacity by up to 25 percent.

There are two reasons why Swiss Post is doing all this.

First: The e-commerce market is growing strongly – by over seven percent in 2014 – offering Swiss Post opportunities for growth. Second: The competition never sleeps. In the logistics market, in direct marketing, in payment transactions and in other business areas, Swiss Post is open to competition. With intelligent services and high quality Swiss Post remains number one in these business areas with its customers.

Today Swiss Post is the largest supplier of services in e-commerce in Switzerland for business and private customers. Swiss Post wants to help shape market developments with its services and make e-commerce simpler.



Swiss Post is doing well. It is a quality and market leader in the CEP (courier, express, parcels) segment and has a long pipeline with new, innovative projects. Drone testing is just one of them. The e-commerce market is booming, generating higher parcel volumes for Swiss Post, but bringing about continual changes in logistics with new demands: GPS delivery, drone delivery etc. Competition is also growing more intense together with the booming logistics business in e-commerce.

E-commerce 3.0

- Key distance selling companies are investing in their own logistics systems
- New competitors from outside the sector such as Google, Amazon, eBay etc. are positioning themselves
- Alternative value creation models are being established
- Digitization will be a key driver and enabler



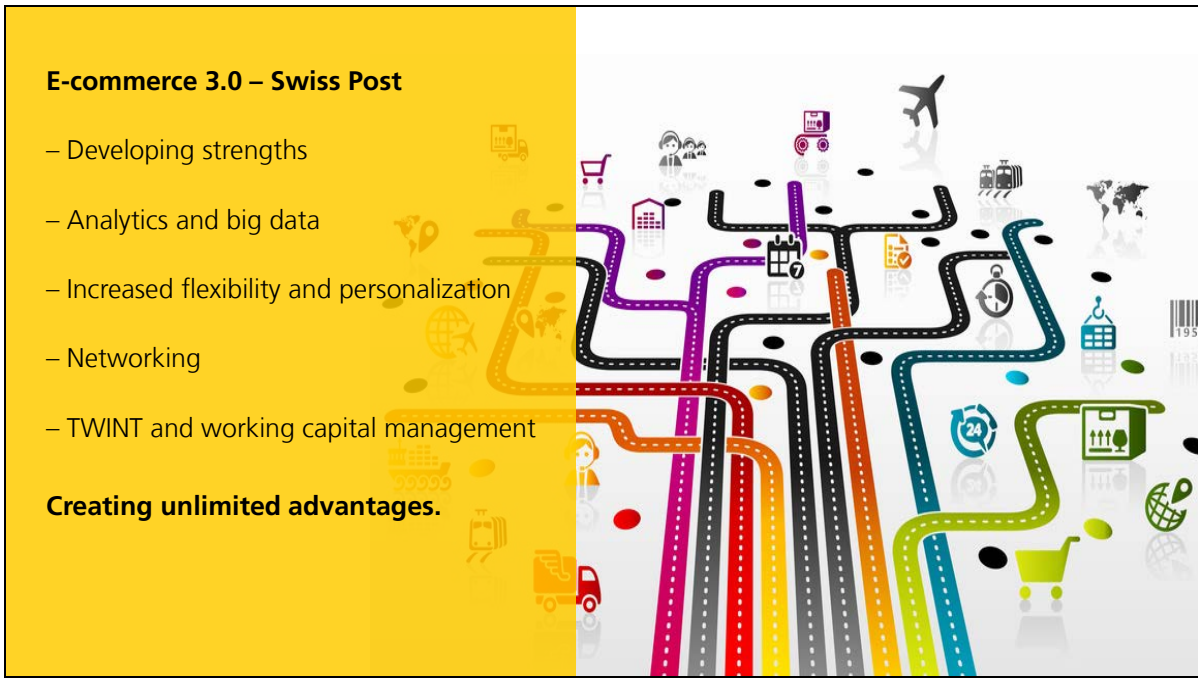
Players from outside the industry are increasingly providing logistics services. In doing so, they become competitors who don't need to record any profits from their logistics operations because they generate profits in their core business. And key distance selling companies are investing in their own logistics systems. In the US, Amazon is now able to take care of its own logistics.

In-store retailing is launching new business models: multi-channelling, click & collect and drive & collect.

E-commerce 3.0 – Swiss Post

- Developing strengths
- Analytics and big data
- Increased flexibility and personalization
- Networking
- TWINT and working capital management

Creating unlimited advantages.



Swiss Post is equipping itself for this challenge, both by investing in infrastructure and process improvements, and by expanding its services and strengths. Two of the buzzwords at the moment are increased flexibility and personalization of Swiss Post's services.

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Login Post Connector – a single login for all online shops

Previously



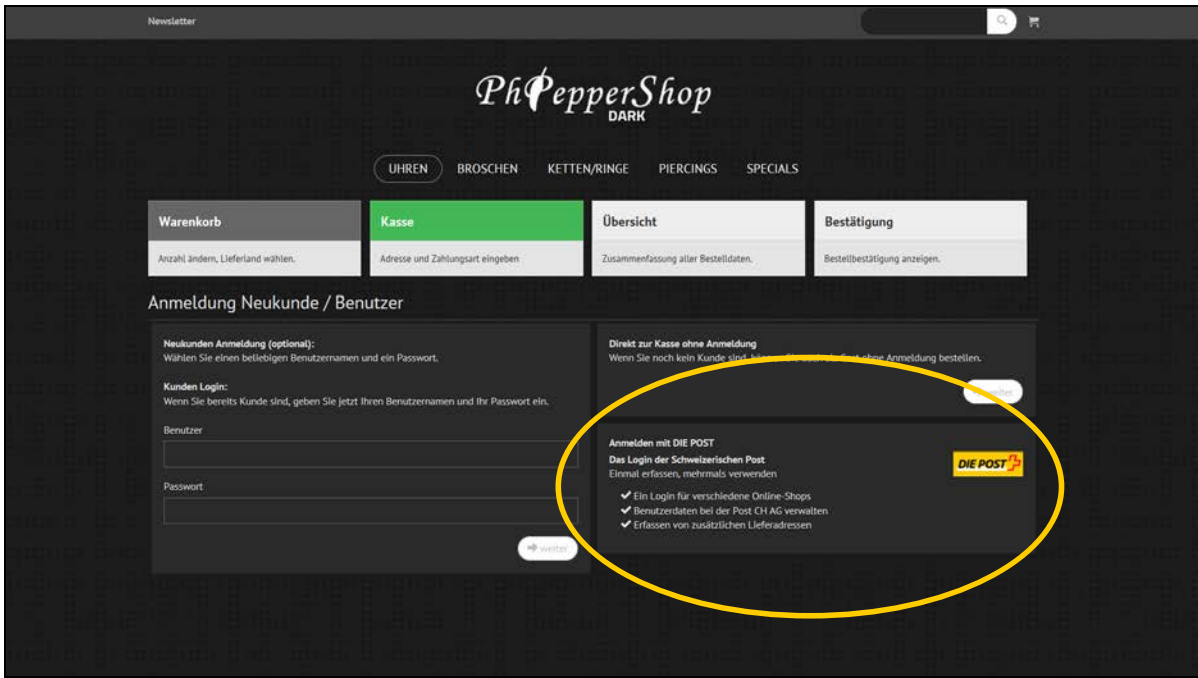
Login Post Connector



With these goals in mind, Swiss Post will launch two new electronic services this autumn: the Login Post Connector and the consignment cockpit on the Swiss Post website. These services will make online retailing and online shopping much simpler and in future allow customers to direct their parcels wherever they want.

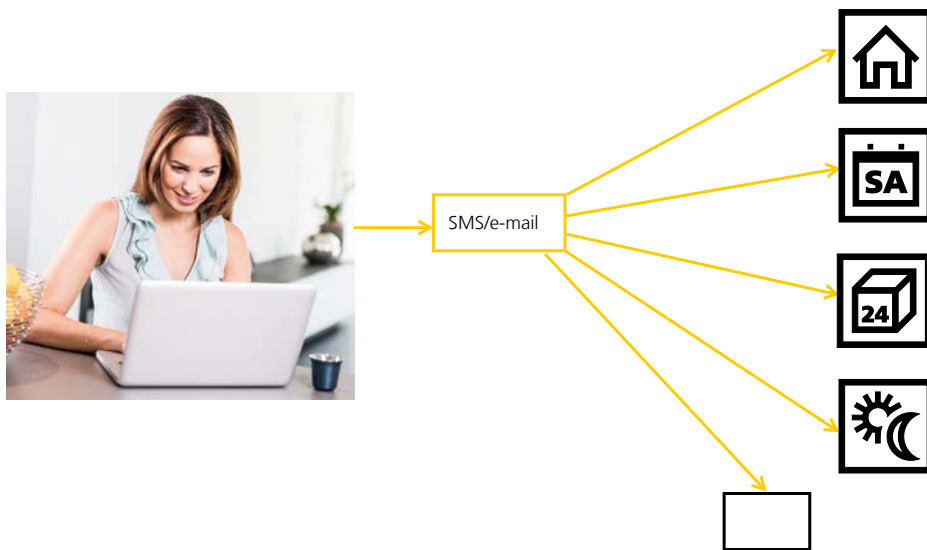
The first service, the Login Post Connector, is an electronic login which online retailers can integrate into their e-shop to establish an electronic link to Swiss Post. Without the Login Post Connector, online shoppers face the following problem: Each online shop has a separate login with different username and password requirements. This forces online shoppers to remember numerous logins. This hurdle will be overcome with the Login Post Connector: When online retailers integrate the Login Post Connector into their shops, customers can register and order from these online shops using a single username and password – the one for Swiss Post. The Login Post Connector acts as a kind of electronic master key. Customers only need to register their data and delivery addresses once at the Customer Center on the Swiss Post website and not with each individual shop. If they move, their address will not need to be updated with each online shop but only once on the Swiss Post website.

The Login Post Connector simplifies business activities for online retailers, especially small and medium-sized businesses. If online retailers use the Login Post Connector fully they will no longer require an address management system, or user accounts. They can then offer their customers more convenience and service and, in turn, encourage customer retention. Especially as delivery options such as My Post 24 or PickPost are automatically available through the Login Post Connector when ordering from a shop. And thanks to the Login Post Connector, customers only need remember one password. Addresses only need to be registered and updated once. The Login Post Connector will be available for online retailers to integrate into their shops from November.



Screenshot of the Login Post Connector in the online shop of the PhPepperShop.

Consignment cockpit – managing parcels online



Swiss Post will introduce the second new service – the consignment cockpit – in the Customer Center on its website at the end of November. Customers can already use various online services in this Customer Center.

In the new consignment cockpit customers can save their data and delivery addresses. The Login Post Connector accesses them and makes them available to the online shops. The consignment cockpit additionally provides customers with an overview of all their parcels and registered letters and, as a first step, the possibility of managing missed consignments. For example, for missed parcels customers can request a second attempted delivery in the evening, when they are at home.

As a second step, Swiss Post's goal in the course of 2016 is to let customers completely manage all their parcels and registered letters. That means not only missed consignments but also consignments that are still on their way to the customer. The consignment cockpit is the basis for this. Specifically this means: As soon as a registered letter or a parcel is on its way to a customer, the consignment will be displayed in the consignment cockpit. For every status change the customer receives notification by SMS or e-mail. This means the customer does not have to check regularly in the consignment cockpit to see if a consignment is on its way. As soon as a consignment is displayed in the overview, customers can divert it if the stored delivery location or time is unsuitable. Flexibility will increase significantly.

To give an example: I order a mobile phone from an online shop and give my office address at Swiss Post's headquarters in Berne as the delivery location. The online shop informs me that the parcel will arrive on Monday 5 October 2015. One day after placing the order I remember that I will not be working in Berne on Monday but that I have a meeting at the parcel center in Härkingen. Yet I am desperate to have the mobile phone in my hands on Monday. That will not be a problem in the future: I log into my consignment cockpit in the Customer Center. The parcel from the online retailer is

displayed there. I change the address for the order to the parcel center in Härkingen and my mobile phone will be redirected. I can receive it on Monday in Härkingen.

But why has Swiss Post allowed its customers to manage consignments and developed a login for online shops? Use of the consignment cockpit and Login Post Connector is free of charge for customers. The services will pay off in other ways for Swiss Post. It is all about customer retention: Private customers, who can manage their parcels with Swiss Post and, in turn, receive them conveniently, will prefer to purchase from online shops that work together with Swiss Post. This will give them an incentive to use Swiss Post for their logistics. This generates parcels that Swiss Post can transport. A second aspect should not be forgotten: The more tailored the way customers receive parcels, the more consignments will reach customers with the first delivery attempt. This not only has a positive effect on customer satisfaction but also on Swiss Post's expenses and therefore its costs. Both – consignment volume and cost optimization – are essential in today's parcels market because the competition in parcel logistics is increasingly international. New providers from outside the sector are forcing their way into the logistics market. Amazon, Google and Uber are just a few. These providers do not need to make profit in the delivery sector because this can be generated in their core business. So to compete, Swiss Post is also equipping itself with new services.

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DIE POST Meine Sendungen Info > Kontakt >

Kundencenter > Alle Onlinedienste > Meine Sendungen

Meine Sendungen


Alles im Überblick

Bereits gelieferte Sendungen einblenden

Enter search term

- PostPac Priority, software.ch**
Status: Unterwegs, Calculated delivery time: 2015-10-07 Details
- PostPac Priority, Post CH AG**
Status: Unterwegs, Calculated delivery time: 2015-10-05 Details
- PostPac Priority, PhPepperShop**
Status: Unterwegs, Calculated delivery time: 2015-10-02 Details
- Einschreiben R Inland, Gemeinde Lyss, Lyss**
Status: Unterwegs, Calculated delivery time: 2015-10-09 Details
- PostPac Economy, Ex Libris AG**
Status: Geliefert, Calculated delivery time: 2015-09-08 Details
- PostPac Economy, Universitätsspital**
Status: Geliefert, Calculated delivery time: 2015-08-14 Details
- PostPac Priority, buttinette Textil-Versandhaus GmbH**
Status: Geliefert, Calculated delivery time: 2015-06-10 Details
- PostPac Economy, SN Handels AG**
Status: Geliefert, Calculated delivery time: 2015-06-02 Details
- PostPac Priority, Bakeria GmbH**
Status: Unterwegs, Calculated delivery time: 2015-10-06 Details

PARCEL Eidieren



25 cm 15 cm 8 cm

Platz im Ablagekasten Ja

Gewicht 640 g

Sendungsnummer 993310514633199106 -

Lieferung 2015-09-22


Zweite Zurtellung

Sendung weiterleiten

Abholfrist verlängern

Vollmacht erteilen

Sendungsstatus

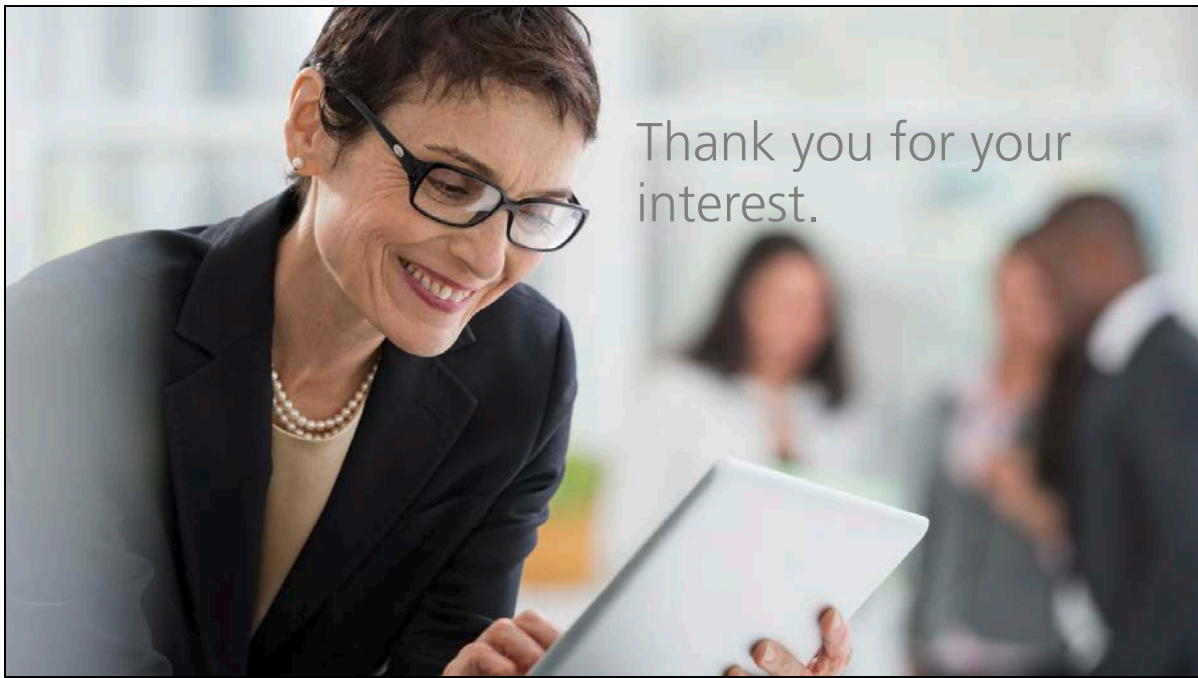


gemeldet unterwegs zugestellt

[Mehr über den Status](#)

Weitere Einstellungen

Screenshot of the consignment cockpit in the Kundencenter



However, returning to the Login Post Connector and consignment cockpit. It requires various delivery options to make managing consignments attractive. Swiss Post already offers flexible delivery options with parcel terminals, evening and Saturday delivery and PickPost. This autumn we will be introducing more delivery options and expanding existing services.

For example, in October Swiss Post will start testing Sunday delivery. The testing will take place in the cities of Zurich, Geneva, Lausanne and Basel. Delivery will be provided by Swiss Post transport partners. If the test is successful, Swiss Post plans to introduce Sunday delivery in 2016 for business customers in selected cities.

The My Post 24 terminal network is also being expanded. Since June 2015 for example, terminals have been introduced at SBB train stations. What's more, the services at the terminals will be expanded. For example, registered letters can now be collected and posted at terminals. In addition, the PickPost point network will be substantially extended from around 700 currently to over 2,400 PickPost points.

The options for missed parcels will also be increased. For missed parcels, customers can now request online a second attempted delivery in the evening, when they are at home. There will be some more innovations for receiving parcels this autumn. Details can be found in the media folder.

Media representatives, as you can see, Swiss Post is making e-commerce even simpler – for online retailers and private customers alike. Swiss Post is introducing a single login for all online shops and will give customers full control of their parcels in the course of 2016. This is how Swiss Post is helping to develop the e-commerce market in Switzerland.

Thank you for your attention.